

### REMARKS

Claims 1, 2, 10, 11, 20-22, 31, 39, 47, 66, 74, 75, 84, 92, 93, 102, 103 and 105-121 are pending in the application, with claims 1 and 105-109 being independent. Claims 1 and 2 have been amended for clarity, claims 3-9, 12-19, 23-30, 32-38, 40-46, 48-65, 67-73, 76-83, 85-91, 94-101 and 104 have been canceled, claims 10, 11, 20-22, 31, 39, 47, 66, 74, 75, 84, 92, 93, 102 and 103 have been withdrawn and claims 105-121, which are believed to correspond to the elected invention, have been added. No new matter has been introduced.

Claims 1 and 2 have been rejected as being unpatentable over Danielson (WO 94/19736) in view of Jacobsen (U.S. Patent No. 6,232,937). Applicant requests reconsideration and withdrawal of this rejection because neither Danielson, Jacobsen, nor any proper combination of the two describes or suggests operation keys that each comprise LEDs, or that the direction of images displayed by each of the operation keys is switchable between a first orientation and a second orientation.

As best understood, the rejection argues that Danielson, in Figs. 2 and 3, shows that the direction of an image displayed by a touch sensitive display 15, and the indicia provided by a template 43 that surrounds operation keys 16, are switchable between first and second orientations. Acknowledging that Danielson does not show that the operation keys 16 have LEDs, the rejection then argues that Jacobsen shows that an image may be displayed in different orientations by an LED matrix. From this, the rejection argues that the combination of Danielson and Jacobsen would somehow result in the operation keys 16 having LEDs that display images switchable between first and second orientations.

Applicant respectfully disagrees. Initially, as neither Danielson nor Jacobsen appears to show including LEDs in the operation keys, it is not understood how such inclusion would result from the combination of Danielson and Jacobsen. In particular, nothing in Jacobsen would have led one of ordinary skill in the art to include LEDs in Jacobsen's operation keys 16.

Moreover, though Danielson shows switching the orientation of the keys 16 from a first direction to a second direction by changing an orientation of a template 43 that surrounds the

keys, this in no way describes or suggests switching the orientation of an image displayed by the keys. Nor does Danielson's description of a touch sensitive display describe or suggest changing the orientation of images displayed by operation keys, such as Danielson's keys 16.

In addition, if one were to replace Danielson's LCD display 15 with Jacobsen's LED matrix, this would have no impact on Danielson's operation keys 16. In particular, it would not result in the keys including LEDs that display images that may be displayed in different orientations. Nor could the resulting LED matrix be said to include the recited operation keys.

Finally, if one were to replace Danielson's template 42 with Jacobsen's LED matrix, this still would not result in LEDs being included in the operation keys, as recited in claim 1. Rather, it would result in the operation keys being surrounded by LEDs.

Accordingly, for at least these reasons, the rejections should be withdrawn.

Each of new independent claims 105-109 recites operation keys comprising LEDs, and that the direction of images displayed by each of the operation keys is switchable between a first orientation and a second orientation. Accordingly, these claims, and their dependent claims, are allowable for the reasons discussed above with respect to claim 1.

Applicant submits that all claims are in condition for allowance.

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Respectfully submitted,

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